item # <b>⊘</b> ()	110111	#	20	
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## SEMINOLE COUNTY GOVERNMENT AGENDA MEMORANDUM

SUBJECT: Assistance to Firefighters Grant Application			
DEPARTMENT: Fiscal Services DIVISION: Grants Administration			
AUTHORIZED BY: Lisa Spriggs CONTACT: Patti Michel EXT. 1174			
Agenda Date 10/25/05 Regular ☐ Consent ☒ Work Session ☐ Briefing ☐ Public Hearing – 1:30 ☐ Public Hearing – 7:00 ☐			
MOTION/RECOMMENDATION:  Board approval of submission of a grant application to the U.S. Department of Homeland Security, Office of Domestic Preparedness to fund the cost for the Disaster Preparation Guides and the In Case of Emergency (ICE) Program.			
BACKGROUND:			

The Public Safety Department and Community Information Department are pursuing the Assistance to Firefighters grant application to fund the printing and mailing of Disaster Guides and publicizing the In Case of Emergency (ICE) Program. The total amount for this grant is \$127,218. No matching funds are required for this grant.

The application was due on October 7, 2005. Because the grant criteria did not specify communication tools, it was understood that another grant must be pursued. Once we became aware that the guides and upcoming ICE Program would meet the qualifications for the grant, staff expedited the application preparation to meet the October 7<sup>th</sup> deadline. This item is being presented after the application was submitted.

Reviewed by:
Co Atty:
DFS:
Other:
DCM:
CM:
File No. CFSA00

## GRANT PROPOSAL REVIEW FORM – ABSTRACT GRANTS ADMINISTRATION DIVISION

FUNDER: <u>U.S. Department of Homeland Security, Office of Domestic Preparedness</u>			
DATE DUE: October 7, 2005			
PROJECT TITLE: <u>Disaster Guides and In Case of Emergency (ICE) Program</u>			
DEPARTMENT: Community Information and Public Safety			
PROJECT INITIATOR(S): Patti Michel and Stephen Watts			
PROJECT MANAGER/PRINCIPAL INVESTIGATOR: Patti Michel and Stephen Watts			
PROJECT DESCRIPTION: One of the two projects submitted for this grant involves the printing and distribution of 180,000 Public Safety brochures, the Disaster Guide. The guide			
provides information on the prevention, preparation, and response to emergencies and will be			
distributed county-wide. This grant will be used for reimbursement purposes as the guides will			
be mailed within a few weeks. Award of this grant will also allow reproduction of the guide in			
the Spanish language. The second project is the introduction of the In Case of Emergency (ICE)			
Program. The program is being developed to provide all of Seminole County with emergency			
contact information through public outreach methods such as direct mail, print ads, billboards,			
public service announcements, and posters.			
TOTAL AMOUNT REQUESTED: \$127,218			
MATCHING FUNDS (IF APPLICABLE): No matching funds are required			
GRANT FUNDING IS: ☑COMPETITIVE ☐ ENTITLEMENT ☐ CONTRACT			

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# Dealing with Disasters

# Dealing with Disasters

There are many types of disasters in which Seminole County must be prepared to deal with. Hurricanes, tornadoes, flooding, and wildfires are just some of the challenges provided by Mother Nature. But we must also be prepared for the unexpected — man-made disasters such as chemical spills, terrorism, and even situations we may never have experienced before.

This guide will help you prepare and handle emergency situations. History has shown that those who prepare for dangerous situations are better able to prevent serious damage, minimize injuries, and even save lives.

## **Staying Informed**

Citizens can obtain specific Seminole County information through a variety of ways in the event of an emergency:

- Seminole Government Television (SGTV) on cable Channel 9
- WUCF (89.9) FM at the top of every hour
- The Seminole County Web site: www.seminolecountyfl.gov
- The Citizens' Information Line, (CIL)
   (407) 665-0311. CIL operators
   provide information on evacuation
   procedures, shelter, water, food,
   and ice locations, as well as a
   variety of other information. The
   CIL operates around the clock
   during disaster operations.

	ONE NÚMBERS	and WEB SITES .
Citizens' Information Line	407 665-0311 WY	/w.seminolecountyfl.gov
American Red Cross	407-894-4141	
Animal Services (Seminole)	407-665-5201	
Building Permits (Seminole)	407-665-7050	en de la companya de La companya de la co
Centers for Disease Control	404-639-3311	www.bt.cdc.gov
Emergency Management (Seminole)		
Environmental Services	407-665-2010	
FEMA	800-621-FEMA (3362	) www.fema.gov
Fire and Rescue	407-665-5175	<b>(</b>
Health Department	407-665-3200	
Insurance Problems	800-22-STORM	
National Weather Service	813-645-2323	www.nsws.noaa.gov
Price Gouging	800-HELP-FLA	
Salvation Army (Sanford)	407-322-2642	
Sanford Aviation Authority	407-708-7777	
Seminole Community Volunteer Program (SCVP)	407-323-4440	www.scvp.org
Sheriff's Office	407-665-8000	
Special Needs Shelter Registration	407-665-5102	
Small Business Disaster Loan Assistance	407-665-7132	
CITIES	407 574 0000	vivia eltemente era
Altamonte Springs	407-571-8000	www.altamonte.org
Casselberry	407-262-7700	www.casselberry.org
Lake Mary	407-585-1400	www.lakemaryfl.com
Longwood	407-260-3440	www.ci.longwood.fl.us
Oviedo	407-977-6107	www.ci.oviedo.fl.us
Sanford	407-330-5600	www.ci.sanford.fl.us
Winter Springs	407-327-1800	www.winterspringsfl.org
UTILITIES		
Bell South	800-432-1424	www.bellsouth.com
BrightHouse Gable	407-291-2500	www.mybrighthouse.com
Florida Power & Light	800-468-8243	www.fpl.com

Bell South
BrightHouse Cable
Florida Power & Light
Florida Public Utilities
Progress Energy
Sprint

800-432-1424
Www.bellsouth.com
www.mybrighthouse.com
www.fpl.com
800-468-8243
Www.fpl.com
www.fpl.com
www.fpl.com
www.progress-energy.com
www.progress-energy.com



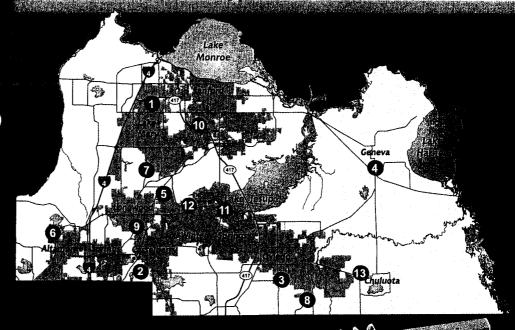
## Seminole **Shelters**

Seminole County Government, Seminole County Public Schools, and the American Red Cross provide shelters. Evacuees may need to stay at a shelter for 24-72 hours during an emergency. All shelters may not open at the same time, so check radio, tv stations, and CIL to find the nearest open shelter. Since space is limited, please bring only essential items.

## Special Needs **Shelters**

Elderly or disabled citizens need to register with the Special Needs (SN) program by calling 407-665-5102. It is important to preregister to confirm space at a Special Needs Shelter. Individuals who require dedicated 24-hour nursing care or require a hospital bed should make prior arrangements with a physician, caregiver or home health care agency.

	STREET FIR NAMES DESCRIPTION	<b>第4</b> 加引起来。	2006
	BENTLEY ELEMENTARY	2190 OREGON AVE.	SANFORD
2	ENGLISH ESTATES ELEMENTARY	299 OXFORD RD.	FERN PARK
3	JOHN EVANS ELEMENTARY	100 CHAPMAN RD.	OVIEDO
4	GENEVA ELEMENTARY	275 FIRST ST.	GENEVA
<b>5 ::</b>	HIGHLANDS ELEMENTARY	1600 SHEPARD RD.	WINTER SPRINGS
6	LAKE BRANTLEY HIGH	991 SAND LAKE RD.	ALTAMONTE SPRINGS
7	LAKE MARY HIGH	655 LONGWOOD / LAKE MARY RD.	LAKE MARY
8	LAWTON CHILES MIDDLE	1240 SANCTUARY DR.	OVIEDO
9 7	LYMAN HIGH	865 SOUTH COUNTY RD 427	LONGWOOD
10	MILLENNIUM MIDDLE	21 LAKEVIEW DR.	SANFORD
<b>0</b>	WINTER SPRINGS HIGH	130 TUSKAWILLA DR.	WINTER SPRINGS
12	LAYER ELEMENTARY	4201 STATE ROAD 419	WINTER SPRINGS
<b>®</b>	WALKER ELEMENTARY	3101 SNOWHILL RD.	CHULUOTA
	SPECIAL NEEDS SHELTER	PET-FRIENDLY SHELTER	



## **Plan for Pets**

Don't forget to make preparations for your pet:

- 1. Make sure your pet has a license tag and a collar. Use a break-away collar for cats.
- 2. Have a current photo of your pet for identification.
- 3. If disaster is imminent, bring your pet inside. If you evacuate and must leave a pet behind, improve your pet's chances by leaving the pet inside wearing ID. Make sure someone has access to your home, and can locate pet supplies and pet care instructions.
- 4. Leave contact numbers where you and your veterinarian can be reached.

## **Pet Supply Kit** Keep disaster supplies in a waterproof

container. Items should include: ✓ Food – (two-week supply)

- ✓ Food and water bowls
- ✔ Pet carrier (essential for cats) ✓ Leash & collar with ID tags
- ✓ Toys, treats, and bedding
- ✓ Pet medications
- ✓ Copies of vaccinations and medical records
- ✓ Waste disposal items (garbage bags, litter and pan)

## **Safety and Recovery Guidelines**

**Debris Cleanup** Residents should anticipate possible garbage service disruptions as a result of blocked roads and heavy waste volumes. Debris should be placed at the curb as quickly as possible. Storm-related debris, household garbage and yard waste should be kept separate for easy cleanup and safety. Do not allow debris to block sidewalks, storm drains, or fire hydrants. Keep debris pile heights low as to not obstruct the view of street traffic.

**Disinfecting a Well** It is important to disinfect both the well and plumbing with chlorine bleach to ensure all infectious agents are destroyed. The only way to verify the water's safety is to have it tested. Although bleach is effective against microorganisms, it will not remove chemical contamination that may have gotten into your well. Contact the Health Department for sampling instructions to get your water tested.

**First Aid** Tend to your own well-being, then aid others. Remember: **Check / Call / Care:** 

**Check** the scene to make sure it is safe before rendering aid. **Call** for help. Dial 9-1-1.

**Care** for the injured. (control bleeding, treat for shock, etc.) Be aware of biological, radiological exposure, or other risks. Avoid direct contact with body fluids. Wash hands with soap after giving care.

**Flooding:** Sandbags — Sandbags can divert water around instead of through buildings. Bags should be filled lengthwise, placed parallel to the direction of the flow of water with the flap also in the direction of the flow. Stager joint connection of bags.

**Before** – Turn off utilities at the main power switch and close main gas valve if evacuation is necessary. Move valuables, clothing, and furniture to higher floors or elevate items in a single floor building. Fill bathtubs, sinks and plastic bottles with clean water. Sanitize with bleach and rinse before filling.

**During** – If water rises inside your home before evacuation, go to the second floor, attic, or roof with dry clothing, flashlight, portable radio and cell phone. Do not drive or walk through flooded areas as roadways may be washed out and power lines may be down. Watch for wildlife. Animals lose their homes during floods and may seek shelter in yours.

**After** – Check for structural damage. Do not enter if there is a chance of building collapse. Upon entering, do not use matches, lighters or open flames as gas may be trapped inside the structure. Keep electricity off until an electrician has inspected your system.

**Food Safety** Don't taste food to determine if it is safe! Check food packaging for information. If it is questionable, dispose of it. If the food still contains ice crystals, or reads 40° F or below, it is safe to refreeze.



## Disasters

#### **Generator Safety**

Make sure your generator is properly grounded to prevent electrical shock. Don't connect your generator directly to your home's wiring or outlet. Plugging a generator into an outlet can "energize" power lines and injure you or utility workers. Connect individual appliances directly into the receptacle outlet of the generator. Do not



operate more equipment than the output rating of the generator to prevent damage to electronics or appliances. Never use a generator indoors or in an attached garage because they emit deadly carbon monoxide. Only operate outdoors in a well-ventilated, dry area, away from air intakes to the home. Do not store fuel indoors or refuel a generator while it is running. Turn off all equipment powered by the generator before shutting down your generator. Keep children away from generators at all times.

**Mosquitoes** Check for standing water including plugged roof gutters. They hold water and can create breeding places. Empty water or cover what can't be thrown away. Wear protective clothing, or utilize repellants containing DEET when outdoors.

**Preventing Illness** Wash hands often – especially before eating, after using the bathroom or diapering a baby. Bathe daily, or if water is scarce, take a pan bath. Wash dishes in cold water with chlorine bleach added. Clean spills quickly to keep bugs away. Wear shoes to prevent diseases and protect against cuts and puncture wounds that can cause infection.

**Preventing Mildew** If books and papers are damp, sprinkle talcum powder between pages to absorb moisture. Brush powder off after several hours. Books and papers may be frozen until you have time to work with them. Freezing is very effective in controlling mold.

**Rodent Control** Remove debris that could provide protective cover. Remove trash, bird seed, grain and pet food. Close openings around water pipes, electrical wires, vents and doors with mesh cloth or sheet metal.

**Safety Precautions with Snakes** Before starting cleanup, search for snakes. Wear leather or rubber high-topped boots and heavy gloves. Wear pants legs outside of boots. Use rakes, or long handled tools when removing debris. Don't expose your hands, feet, or other parts of your body where a snake could be located. Don't allow children to play around debris. Avoid sudden movement if a snake is near. Some snakes leave if you remain still. If a snake does not move away after several minutes, slowly back away from it.





## **Family Disaster Plan**

Is your family prepared for an emergency? Seminole County suggests you create a family disaster plan.

- 1. Learn what types of disasters are most likely to occur in your community. Find out about warning systems in your area. Consider purchasing a weather radio to alert you of severe weather conditions.
- 2. Share disaster information with your family. Review and practice evacuation.
- 3. Plan how your family will stay in touch if you are separated. Select someone out of state to allow those concerned to check on your well-being. Make sure all family members have the number.
- 4. Show responsible family members how, when, and where, to shut off water, gas, and electricity at the main switches. Post emergency numbers by the phone.
- 5. Meet your neighbors. Plan how you can work together after a disaster.
- 6. Contact your child's school or daycare to determine their emergency notification and evacuation plans. Be sure they know how to reach you. Ask what type of authorization is required to release a child to someone else if you are not available to pick them up.



## Homeland Security Recommendations

- Be alert to suspicious activity and report it to authorities
- Discuss children's fears concerning fears of possible/actual terrorist attacks
- Exercise caution when traveling
- Practice alternate routes to/from school or work
- Be prepared to shelter at home or evacuate if instructed by authorities to do so

## Supply Kit

Keep items you would most likely need during a disaster or in the event of an evacuation in an easy-to-carry waterproof container.

## Your kit should contain:

- ✔ Documents Wills, deeds, insurance policies, bank account information
- ✓ Water and food Two quarts of water per person, per day for 7 days and a two-week supply of nonperishable food.
- ✓ Clothing One complete change of clothing per person including sturdy shoes and rain gear
- ✔ Bedding Blankets, pillows, or sleeping bag
- 'First aid kit Medication (refill prescriptions before a
- ✓ Hand tools To shut off water and gas, and make
- Battery-powered radio/flashlights/TV Extra batteries, extra bulbs
- Special/personal items Toilet paper, hygiene products Baby – diapers/clothing/formula Children – small toys, games Elderly - medical equipment/supplies

### **Volunteer Opportunities**

Everyone can help our community by becoming involved in the Seminole Community Volunteer Program. There are many different volunteer opportunities available. To learn more visit www.scvp.org or call (407) 323-4440.

You may also want to consider the Community Emergency Response Team (CERT) program. CERT trains people to prepare and respond to emergency situations. As an organized team, CERT members provide vital support services for emergency responders, whose arrival may be delayed by the scope of an event. To learn more call (407) 665-5102.

> Citizens' **Information Line**

(407) 665-0311



Seminole County Government 1101 East First Street SANNON CONNY Sanford, Florida 32771-1468

Dealing with Disasters

## Seminole County Board of County Commissioners



BOB DALLARI District 1



CARLTON D. HENLEY District 4



RANDALL C. MORRIS District 2



**BRENDA CAREY** District 5



DICK VAN DER WEIDE District 3



KEVIN GRACE County Manager



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# ICE can save your life Worldwide emergency and medical notification service

When every second counts, emergency medical personnel need answers fast so they can quickly and safely give you or your loved ones the medical care they so desperately need.

The ICE team answer the important questions for you - when you can't. That way you get potentially life-saving medical care as quickly as possible.

Here's how it works:

You provide us with medical information such as your allergies, blood type, medical history and any drugs you may be taking.

Your unique identification card, stickers and wristband will alert emergency personnel to call us. We'll immediately supply them with the valuable medical information they need to know - fast.

It's the kind of information that can help make sure you get the right treatment as quickly as possible...treatment which could save your life.

#### We call when you can't

If you or someone in your family were injured in an accident, would medical or emergency services personnel know who to call?

It takes an average of 5 hours and 51 minutes - and sometimes days - for family members to be contacted in an emergency.

That's a long time to wait for news of a loved one who may be seriously injured or unable to communicate with medical staff. With ICE, notification is minutes away.

Since our service began, it has never taken us longer than 13 minutes to contact a family member and tell them a loved one has been seriously injured following an accident, illness, disaster or other emergency.

Wherever you are in the world, the ICE call centre staff will

contact your nearest and dearest, whatever time of night or day it is.

Learn more about ICE se here

To join, simply provide us with the names and numbers (home, mobile, pager etc) of up to four people to be contacted in an emergency.

Members receive a unique personal ID code on a card to be carried, plus stickers and key tabs for cars, backpacks, coat zippers or shoes.

ICE cool wristbands will soon be available to alert emergency personnel that you are one of our members. These methods of ID allow medical teams and police to ring our free hotline. And we do the rest.

The average notification time of an emergency is 5 hours 51 minutes

In 2004 there were 280,840 people injured or killed in road accidents in the UK

This amounts to one injury less than every two minutes

Each year, police, ambulance and fire services receive more than 15 million emergency calls

Nearly 18 million people are treated each year in accident and emergency departments

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RMPK

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Print Application

## **Entire Application**

#### **Preparer Information**

Preparer Information

Mr.

Prefix

First Name Ryan

Middle Initial

Last Name Ruskay

Organization Name **RMPK FUNDING** 

Address 1 1016 Clemons Street, Suite 406

City **Jupiter** State Florida Zip 33477 -

**Business Phone** 561-745-2401

Home Phone 561-745-2507 Mobile Phone/Pager 561-745-2507

Email rruskay@rmpkfunding.com

- Is there a grant-writing fee associated with

the preparation of this request?

Yes

If you answered yes above, what is the fee? \$ 2500

Are you the person to be contacted on matters involving this application? No

If yes, please specify: Alternate Contact

96%

Page 2 of 18

#### **Contact Information**

Primary Contact Information

\* Title Community Information Director

Prefix N/A ~ First Name Patti

Middle Initial L

\*Last Name Michel

\*Business Phone 407-665-1174 Ext.

·Home Phone 407-665-7125 Ext.

Mobile Phone/Pager

Fax

·Email PMichel@seminolecountyfl.gov

Alternate Contact Information

<sup>∗</sup> Title **Grants Coordinator** 

**Prefix** N/A \* First Name Jennifer

Middle Initial

 Last Name Bero

\*Business Phone 407-665-7125 Ext. \*Home Phone 407-665-1174 Ext.

Mobile Phone/Pager

Fax

·Email JBero@seminolecounty.gov

96%

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#### **Applicant Information**

a Organization Nieses	
*Organization Name	Seminole County BCC
Type of Applicant	County
If other, please enter the type of Applicant	
*Are you a Fire Department?	Yes
If yes, what type of department do you represent?	Career
If you answered combination, above, what is the percentage of career members in your organization	<sub>n?</sub> 75
* Are you a non-fire based EMS?	No
• Type of community served?	Suburban
* Employer Identification Number	59~6000856
<ul><li>What is your DUNS Number?</li></ul>	067934358
Headquarters Physical Address	
- Physical Address 1	150 Bush Blvd.
Physical Address 2	
*City	Sanford
- State	Florida
• Zip	32773 - 6179
Mailing Address	
▼ Mailing Address1	PO Box 8080
Mailing Address2	
* City	Sanford
- State	Florida
• Zip	32772 - 8080
Account information	
* Type of bank account	Checking
* Bank routing number - 9 digit number on the bottom left hand corner of your check	063000021
*Your account number	2000000507044
Additional Information	2000006537041
<ul> <li>This fiscal year, are you receiving Federal funding from any other grant program for the same purpose for which you are applying for this grant?</li> </ul>	No
• This fiscal year, are you receiving Federal funding from any other grant program regardless of purpose?	Yes
· Is the applicant delinquent on any federal debt?	No
If you answered yes to any of the additional questions above, please provide an explanation in the space provided below:	
Seminole County recieves many different types of Federal fundin	g.

561 746 3380

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#### Request Information

\* 1. Select one of the choices listed below. You can apply for a maximum of 3 projects within an activity. (If you modify your selection, you will lose data entered under the original activity.)

Program Name

Fire Prevention and Safety

#### **Request Details**

The number of projects and cost for the activity Fire Prevention and Safety are listed in the table below.

Activity

Number of Projects

**Total Cost** 

Fire Prevention and Safety

2

\$ 129,728

#### **View Project**

#### **Project Information**

\*1. Project

Media/PR Campaign

"If you selected other, above, please specify

\*2. Who is the target audience for the planned project?

Other All County residents

\*3. What is your estimated size of the target audience?

173000

Formal Assessment

\*How was this target audience determined?

Briefly describe method used (required if selected other than "None of the above" above)

Direct Mail listings for all residential and commercial entities.

\*4. Does your proposal include partnerships? (i.e. Fire Departments, community organizations or national/state/local organizations)

No

If you answered Yes to question 4 above, please specify the partner(s):

\*5. Is it the applicant's intention to continue delivering this program after the grant year?

Yes

\*6. Will your organization periodically evaluate the projects impact on the community?

Yes

If you answered Yes to question 6 above, please specify: The project will be evaluated by determining public

The project will be evaluated by determining public response and the rate at which the target audience was reached.

\*7. In the space provided below, please provide a brief synopsis of the proposed project:

Page 5 of 18

The project involves the printing and distribution of 180,000 Public Safety Brochures. The Guide has been developed in both English and Spanish and will provide information on the prevention, preparation and response to emergencies such as fires. The project will include printing of approximatly 100,000 new guides. In addition costs will include direct mail listing, preperation and postage.

\*8. In the space provided below, please explain the experience you have in managing the type of project you are proposing;

Seminole County has organized and completed several public education project similar to the proposed activities. These projects inloude direct mail, mass media and specific education programs. The project will be coordinated by the County's Public Infromation Office with assistance from the Fire Department and Emergency Management Services.

#### **Budget Item**

\*Item

Public Safety Guide-Printing

\*Select Object Class

Contractual

If you selected other above, please specify

\* Number of units

(Whole number only)

\* Cost per unit

\$ 11000 (Whole dollar amounts only)

Description

The space to the right can be used to provide further clarification on the costs (i.e. personnel costs: number of hours/rate/staff; or meeting costs: number of meetings/days/attendees). Budget justification should be included in the project narrative.

Printing

#### **Budget Item**

\*Item

Public Safety Guide-Listings & Postage

\*Select Object Class

Contractual

If you selected other above, please specify

\* Number of units

1 (Whole number only)

\* Cost per unit

\$ 28881 (Whole dollar amounts only)

Description

The space to the right can be used to provide further clarification on the costs (i.e. personnel costs: number of hours/rate/staff; or meeting costs: number of meetings/days/attendees). Budget justification should be included in the project narrative.

Direct Mail listings Including postage.

#### **Budget Item**

\*Item

Public Safety Guide-Preparation

\*Select Object Class

Contractual

If you selected other above, please specify

\* Number of units

(Whole number only)

\* Cost per unit

\$ 7830 (Whole dollar amounts only)

Description

The space to the right can be used to provide further clarification on the costs (i.e. personnel costs: number of hours/rate/staff; or meeting costs: number of meetings/days/attendees). Budget justification should be included in the project narrative.

Additional costs inlouding folding, tabs and delivery.

RMPK

Print Application

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#### **Budget Item**

\*Item

**Grant Preperation** 

\*Select Object Class

Contractual

If you selected other above, please specify

\* Number of units

1 (Whole number only)

\* Cost per unit

\$ 2500 (Whole dollar amounts only)

Description

The space to the right can be used to provide further ciarification on the costs (i.e. personnel costs: number of hours/rate/staff; or meeting costs: number of meetings/days/attendees). Budget justification should be included in the project narrative.

#### **Budget Item**

\*Item

Public Safety Guide-Spanish Version

\*Select Object Class

Contractual

If you selected other above, please specify

Number of units

(Whole number only)

\* Cost per unit

\$ 2000 (Whole dollar amounts only)

Description

The space to the right can be used to provide further clarification on the costs (i.e. personnel costs: number of hours/rate/staff; or meeting costs: number of meetings/days/attendees). Budget justification should be included in the project narrative.

Guide translated in Spanish and printed.

#### View Project

#### Project Information

\*1. Project

Other

\*If you selected other, above, please specify

Public Awareness-ICE

\*2. Who is the target audience for the planned project?

Other County Residents

\*3. What is your estimated size of the target audience?

150000

Formal Assessment

- How was this target audience determined?

Briefly describe method used (required if selected other

than "None of the above" above)

Audience was determined through mail listings including residents and commercial entities.

\*4. Does your proposal include partnerships? (i,e, Fire Departments, community organizations or national/state/local organizations)

No

If you answered Yes to question 4 above, please specify the partner(s):

P.07

#### 561-746-3380

Print Application

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15. Is it the applicant's intention to continue delivering this program after the grant year?

Yes

Yes

impact.

\*6. Will your organization periodically evaluate the projects impact on the community?

If you answered Yes to question 6 above, please specify: The County will use staff to informally monitor use of the project elements by survey and visual

**RMPK** 

"7. In the space provided below, please provide a brief synopsis of the proposed project:

The proposed project will increase public awareness of the correct responses to fires and other emergencies. In Case of Emergency (ICE) is meant to reduce confusion on reporting emergencies and to assist responders in reacting to emergency situations. Public awareness will be achieved through the combination of printed materials, large posters, billboards and mass media outlets. Outreach materials including banners, magnets, cards and stickers will also be purchased and distributed within the County.

\*8. In the space provided below, please explain the experience you have in managing the type of project you are proposing:

d

#### **Budget Item**

"Item Brochure

Contractual \*Select Object Class

If you selected other above, please specify

\* Number of units 1 (Whole number only)

\$ 13875 (Whole dollar amounts only) \* Cost per unit

Description

The space to the right can be used to provide further clarification on the costs (i.e. personnel costs: number of hours/rate/staff; or meeting costs: number of meetings/days/attendees). Budget justification should be included in the project narrative.

2 sided color with bleeds

#### **Budget Item**

**Posters** \*Item

Contractual \*Select Object Class

If you selected other above, please specify

1 (Whole number only) \* Number of units

\$ 1198 (Whole dollar amounts only) - Cost per unit

Description

The space to the right can be used to provide further clarification on the costs (i.e. personnel costs: number of hours/rete/staff; or meeting costs; number 500 Posters 17x22 of meetings/days/attendees). Budget justification should be included in the project narrative.

1000 Posters 11x17

#### **Budget Item**

Billboards \*Item Contractual \*Select Object Class

If you selected other above, please specify

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Number of units

2 (Whole number only)

\* Cost per unit

\$ 4250 (Whole dollar amounts only)

Description

The space to the right can be used to provide further clarification on the costs (i.e. personnel costs: number of nours/rate/staff; or meeting costs: number of meetings/days/attendees). Budget justification should be included in the project narrative.

2 billboards (2 month show time)

#### **Budget Item**

\*Item

Print Ad

\*Select Object Class

Contractual

if you selected other above, please specify

" Number of units

4 (Whole number only)

\* Cost per unit

\$ 1336 (Whole dollar amounts only)

Description

clarification on the costs (i.e. personnel costs: number of hours/rate/staff; or meeting costs; number of meetings/days/attendees). Budget justification should be included in the project narrative.

The space to the right can be used to provide further 4 ads in the Orlando Sentinal (2 half page, 2 quarter page)

4 color ads in the Seminole Herald (2 half page, 2 quarter page)

#### **Budget Item**

Titem

**Tevelvision Outreach** 

\*Select Object Class

Contractual

If you selected other above, please specify

\* Number of units

2 (Whole number only)

\* Cost per unit

\$ 1750 (Whole dollar amounts only)

Description

The space to the right can be used to provide further clarification on the costs (i.e. personnel costs: number of hours/rate/staff; or meeting costs: number of meetings/days/attendees). Budget justification should be included in the project narrative.

2 Public Service Annoucements (6-8 minutes) Costs include writing, production and editing.

Program copied onto 250 DVD's for distribution.

#### **Budget Item**

\*Item

Outreach Materials

\*Select Object Class

Contractual

If you selected other above, please specify

\* Number of units

1 (Whole number only)

\* Cost per unit

\$ 45100 (Whole dollar amounts only)

Description

Outreach materials include: Custom banners (2)

The space to the right can be used to provide further clarification on the costs (i.e. personnel costs: number of hours/rate/staff; or meeting costs: number of meetings/days/attendees). Budget justification should be included in the project narrative.

Magnets (10,000) Stickers (150,000) Window Clings (50,000) ICE Cards for wallet (100,000)

#### Budget

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Print Application		Page 9 of 18
Budget Object Class		
a. Personnel		\$ 0
b. Fringe Benefits		\$ 0
c. Travel		\$ 0
d. Equipment		\$ 0
e. Supplies		\$ 0
f. Contractual		\$ 129,728
g. Construction		\$ 0
h. Other		\$ 0
f. Indirect Charges		\$ 0
Indirect Cost Details		·
Agency Indirect Cost Agreement with		
Indirect Cost Rate	%	
Agreement Summary		
Federal Share		\$ 129,728

96%

\$ 129,728

**Total Budget** 

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#### Narrative Statement

#### **Project Description**

Please provide your narrative statement in the space provided below:

Seminole County, located in Central Florida and part of the growing Metro-Orlando area has begun a public safety awareness campaign with the hope of educating it's residents on how to prepare and react to potential disasters. This campaign is multi-faceted with programs being developed for the print media, television broadcasts, youth-based activities and education information will also be distributed to the County's residents. The grant request consists of two projects both providing education information to make the public more aware on how to plan, alert and cope with possible dangers such as fires. The County has already developed a Public Safety Brochure to be mailed to residents and businesses and is awaiting funding to print and distribute these informative packets. In addition the project will include the development of public outreach materials and advertisements associated with the In Case of Emergency (ICE) Program. All materials for both programs will be distributed throughout the entire County.

The projects are being developed and administered by Seminole County's Public Information Office in coordination with the Department of Public Safety. The proposed programs will be completed with assistance from the Seminole County Fire Department and the Emergency Services Department. The County has enjoyed past success in completing similar projects. Last year in response to several hurricanes, which effected parts of Seminole County, a brochure was produced and distributed explaining proper preparation and response techniques.

Over the last several years the County has made providing public safety information a priority. Until now there has been no coordinated effort to develop an effective method to include the entire County. It is the Counties hope that by distributing approximately 180,000 Public Safety Guides through direct mail a large percentage of the County will benefit. The Guide, which is designed to attract attention while providing easy to understand information, is letter size and multi-colored with a glossy texture. Smartly designed, the Guide provides the information through both text and illustration.

To distribute the essential information to all communities in the County a Spanish version will also be produced. The Guide will be translated into Spanish and approximately 15,000 copies will be printed. The guide will be made available at public locations within the Spanish speaking community.

The effective distribution of the guide is possible through the purchase of a database of residents and businesses in Seminole County. In the past the County has utilized a database created by the Supervisor of Elections. This database with 144,000 listings will reach significantly less people then approximately 180,000 listing of the direct mail database. This increase is the result of the database not only including residents but also local businesses. The inclusion of local businesses that are also at risk for fire and other emergencies is necessary to measure success of the program.

In addition to reaching a larger number of people, the direct mail process also provides a cost-benefit to the County. Using the traditional method of mailing information to those registered with the Supervisor of Elections would cost \$9,500 more than contracting with the direct mail provider. This cost-savings scenario is a rare example of County being able to provide more for less.

Seminole County like most of Central Florida is experiencing tremendous growth. The County must constantly increase funding for new facilities and personnel in all departments. This continuous pressure on the County's budget has forced Public Awareness initiatives to become dependent on alternative funding sources such as grants. While the County has already printed 75,000 of the guides this number is well short of the 180,000 needed for distribution. Until funding is secured the remaining guides cannot be printed and the program will not be completed.

The second phase of the Public Safety Awareness initiative is the introduction of the In Case of Emergency (ICE) Program. The program, which is being developed to reach all of Seminole County, will utilize a wide variety of public outreach methods including direct mail, print ads, billboards and television. The diversity in methods to complete the campaign will allow the County to reach the greatest number of its residents.

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The project will be implemented using several different methods. The County will develop and print 150,000 color brochures to distribute. Two different size posters, 11x17 and 11x22 will be printed and placed in public facilities such as parks and schools. Many of the 1500 posters will be given to local businesses for display. In addition to the printed materials the program will purchase outreach materials promoting the ICE Program. These items will include two custom banners for display at events and several different promotional items to be given to residents and businesses. The County will distribute 10,000 magnets, 150,000 stickers, 50,000 home/auto window clings and 100,000 ICE cards to Its residents.

In order to supplement the printed materials and outreach items the County will promote the program through several mass-media outlets including newspaper ads and television. A total of four ads will be placed in the Orlando Sentinel and an additional four ads will be included in the Seminole Herald, Two Public Service Announcements will be produced and copied onto 250 DVD's. The 6-8 minute P.S.A.'s will be used by County staff and given out to community organizations and other interested parties. In addition to the newspaper and television efforts two billboards will be leased for two months to further reach Seminole County residents.

The ICE Program will be the responsibility of the Seminole County Public Information Office. However the successful completion will involve many of the County's Departments Including the Fire and Emergency Services Departments. Other groups such as Park and Recreation will be used to increase the projects reach through group activities and the placement of items at public facilities. The County currently has no designated funding for the implementation of the ICE Program. Grants funds are needed to complete this important initiative.

The success of the Public Awareness Campaign will be measured by the reduction of response times for emergency personnel and combined with reduction of injury and damages through the responder's ability to access critical information. Seminole County expects that completion of these projects will have comparable results to those similar programs already established throughout the United States.

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#### **Assurances and Certifications**

#### FEMA Form 20-16A

You must read and sign these assurances by providing your password and checking the box at the bottom of this page.

Note: Fields marked with an \* are required.

#### Assurances Non-Construction Programs

**Note:** Certain of these assurances may not be applicable to your project or program. If you have any questions, please contact the awarding agency. Further, certain Federal awarding agencies may require applicants to certify to additional assurances. If such is the case, you will be notified.

As the duly authorized representative of the applicant I certify that the applicant:

- Has the legal authority to apply for Federal assistance, and the institutional, managerial and financial capability (including funds sufficient to pay the non-Federal share of project costs) to ensure proper planning, management and completion of the project described in this application.
- 2. Will give the awarding agency, the Comptroller General of the United States, and if appropriate, the State, through any authorized representative, access to and the right to examine all records, books, papers, or documents related to the award; and will establish a proper accounting system in accordance with generally accepted accounting standards or agency directives.
- 3. Will establish safeguards to prohibit employees from using their positions for a purpose that constitutes or presents the appearance of personal gain.
- 4. Will initiate and complete the work within the applicable time frame after receipt of approval of the awarding agency.
- 5. Will comply with the Intergovernmental Personnel Act of 1970 (42 U.S.C. Section 4728-4763) relating to prescribed standards for merit systems for programs funded under one of the nineteen statutes or regulations specified in Appendix A of OPM's Standards for a Merit System of Personnel Administration) 5 C.F.R. 900, Subpart F).
- 6. Will comply with all Federal statutes relating to nondiscrimination. These include but are not limited to: (a) Title VI of the Civil Rights Act of 1964 (P.L. 88-352) which prohibits discrimination on the basis of race, color or national origin; (b) Title IX of the Education Amendments of 1972, as amended (20 U.S.C. Sections 1681-1683, and 1685-1686), which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. Section 794), which prohibits discrimination on the basis of handicaps; (d) the Age Discrimination Act of 1975, as amended (42 U.S.C, Sections 6101-6107), which prohibits discrimination on the basis of age; (e) the Drug Abuse Office and Treatment Act of 1972 (P.L. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (f) the Comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970 (P.L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse or alcoholism; (g) Sections 523 and 527 of the Public Health Service Act of 1912 (42 U.S.C. 290-dd-3 and 290-ee-3), as amended, relating to confidentiality of alcohol and drug abuse patient records; (h) Title VIII of the Civil Rights Acts of 1968 (42 U.S.C. Section 3601 et seq.), as amended, relating to nondiscrimination in the sale, rental or financing of housing; (i) any other nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made; and (j) the requirements of any other nondiscrimination statute(s) which may apply to the application.
- 7. Will comply, or has already complied, with the requirements of Title II and III of the Uniform

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#### Print Application

Relocation Assistance and Real Property Acquisition Policies Act of 1970 (P.L. 91-646) which provide for fair and equitable treatment of persons displaced or whose property is acquired as a result of Federal or Federally assisted programs. These requirements apply to all interest in real property acquired for project purposes regardless of Federal participation in purchases.

- Will comply with provisions of the Hatch Act (5 U.S.C. Sections 1501-1508 and 7324-7328), which limit the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds.
- 9. Will comply, as applicable, with the provisions of the Davis-Bacon Act (40 U.S.C. Sections 276a to 276a-7), the Copeland Act (40 U.S.C. Section 276c and 18 U.S.C. Sections 874), and the Contract Work Hours and Safety Standards Act (40 U.S.C. Sections 327-333), regarding labor standards for federally assisted construction sub agreements.
- 10. Will comply, if applicable, with flood insurance purchase requirements of Section 102(a) of the Flood Disaster Protection Act of 1973 (P.L. 93-234) which requires recipients in a special flood hazard area to participate in the program and to purchase flood insurance if the total cost of insurable construction and acquisition is \$10,000 or more.
- 11. Will comply with environmental standards which may be prescribed pursuant to the following: (a) institution of environmental quality control measures under the National Environmental Policy Act of 1969 (P.L. 91-190) and Executive Order (EO) 11514; (b) notification of violating facilities pursuant to EO 11738; (c) proteotion of wetlands pursuant to EO 11990; (d) evaluation of flood hazards in floodplains in accordance with EO 11988; (e) assurance of project consistency with the approved State management program developed under the Coastal Zone Management Act of 1972 (16 U.S.C. Section 1451 et seq.); (f) conformity of Federal actions to State (Clean Air) Implementation Plans under Section 176(c) of the Clean Air Act of 1955, as amended (42 U.S.C. Section 7401 et seq.); (g) protection of underground sources of drinking water under the Safe Drinking Water Act of 1974, as amended, (P.L. 93-523); and (h) protection of endangered species under the Endangered Species Act of 1973, as amended, (P.L. 93-205).
- Will comply with the Wild and Scenic Rivers Act of 1968 (16 U.S.C. Section 1271 et seq.)
  related to protecting components or potential components of the national wild and scenic
  rivers system.
- 13. Will assist the awarding agency in assuring compliance with Section 106 of the National Historic Preservation Act of 1966, as amended (16 U.S.C. 470), EO 11593 (identification and protection of historic properties), and the Archaeological and Historic Preservation Act of 1974 (16 U.S.C. 469a-1 et seq.).
- 14. Will comply with P.L. 93-348 regarding the protection of human subjects involved in research, development, and related activities supported by this award of assistance.
- 15. Will comply with the Laboratory Animal Welfare Act of 1966 (P.L. 89-544, as amended, 7 U.S.C. 2131 et seq.) pertaining to the care, handling, and treatment of warm blooded animals held for research, teaching, or other activities supported by this award of assistance.
- 16. Will comply with the Lead-Based Paint Poisoning Prevention Act (42 U.S.C. Section 4801 et seq.) which prohibits the use of lead based paint in construction or rehabilitation of residence structures.
- 17. Will cause to be performed the required financial and compliance audits in accordance with the Single Audit Act of 1984.
- 18. Will comply with all applicable requirements of all other Federal laws, executive orders, regulations and policies governing this program.
- 19. It will comply with the minimum wage and maximum hours provisions of the Federal Fair Labor Standards Act (29 U.S.C. 201), as they apply to employees of institutions of higher education, hospitals, and other non-profit organizations.

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Signed by Ryan Ruskay on 10/08/2005

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96%

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#### Form 20-16C

You must read and sign these assurances by providing your password and checking the box at the bottom of this page.

Note: Fields marked with an \* are required.

Certifications Regarding Lobbying; Debarment, Suspension and Other Responsibilities Matters; and Drug-Free Workplace Requirements.

Applicants should refer to the regulations cited below to determine the certification to which they are required to attest. Applicants should also review the instructions for certification included in the regulations before completing this form. Signature on this form provides for compliance with certification requirements under 44 CFR Part 18, "New Restrictions on Lobbying; and 44 CFR Part 17, "Government-wide Debarment and suspension (Non-procurement) and Government-wide Requirements for Drug-Free Workplace (Grants)." The certifications shall be treated as a material representation of fact upon which reliance will be placed when the Federal Emergency Management Agency (FEMA) determines to award the covered transaction, grant, or cooperative agreement.

#### 1. LOBBYING

A. As required by the section 1352, Title 31 of the US Code, and implemented at 44 CFR Part 18 for persons into a grant or cooperative agreement over \$100,000, as defined at 44CFR Part 18, the applicant certifies that:

- (a) No federal appropriated funds have been paid or will be paid by or on behalf of the undersigned to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of congress, or an employee of a Member of Congress in connection with the making of any federal grant, the entering into of any cooperative agreement and extension, continuation, renewal amendment or modification of any Federal Grant or cooperative agreement.
- (b) If any other funds than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of congress, or an employee of a Member of Congress in connection with this Federal grant or cooperative agreement, the undersigned shall complete and submit Standard Form LLL, "Disclosure of Lobbying Activities", in accordance with its instructions.
- (c) The undersigned shall require that the language of this certification be included in the award documents for all the sub awards at all tiers (including sub grants, contracts under grants and cooperative agreements and sub contract(s)) and that all sub recipients shall certify and disclose accordingly.
- 2. Debarment, Suspension and Other Responsibility Matters (Direct Recipient)

As required by Executive Order 12549, Debarment and Suspension, and implemented at 44CFR Part 67, for prospective participants in primary covered transactions, as defined at 44 CFR Part 17, Section 17.510-A, the applicant certifies that it and its principals:

- (a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, sentenced to a denial of Federal benefits by a State or Federal court, or voluntarily excluded from covered transactions by any Federal department or agency.
- (b) Have not within a three-year period preceding this application been convicted of or had a civilian judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain or perform a public (Federal, State, or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property.
- (c) Are not presently indicted for or otherwise criminally or civilly charged by a government entity (Federal, State, or local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and

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- (d) have not within a three-year period preceding this application had one or more public transactions (Federal, State, or local) terminated for cause or default; and
- B. Where the applicant is unable to certify to any of the statements in this certification, he or she shall attach an explanation to this application.
- 3. Drug-Free Workplace (Grantees other than individuals)

As required by the Drug-Free Workplace Act of 1988, and implemented at 44CFR Part 17, Subpart F, for grantees, as defined at 44 CFR part 17, Sections 17.615 and 17.620:

- (A) The applicant certifies that it will continue to provide a drug-free workplace by:
  - (a) Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
  - (b) Establishing an on-going drug free awareness program to inform employees about:
    - (1) The dangers of drug abuse in the workplace;
    - (2) The grantees policy of maintaining a drug-free workplace;
    - (3) Any available drug counseling, rehabilitation and employee assistance programs; and
    - (4) The penalties that may be imposed upon employees for drug abuse violations occurring in the workplace;
  - (c) Making it a requirement that each employee to be engaged in the performance of the grant to be given a copy of the statement required by paragraph (a);(d) Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will;
    - (1) Abide by the terms of the statement and
    - (2) Notify the employee in writing of his or her conviction for a violation of a criminal drug statute occurring in the workplace no later than five calendar days after such conviction.
  - (e) Notifying the agency, in writing within 10 calendar days after receiving notice under subparagraph (d)(2) from an employee or otherwise receiving actual notice of such conviction. Employers of convicted employees must provide notice, including position title, to the applicable FEMA awarding office, i.e. regional office or FEMA office.
  - (f) Taking one of the following actions, against such an employee, within 30 calendar days of receiving notice under subparagraph (d)(2), with respect to any employee who is so convicted:
    - (1) Taking appropriate personnel action against such an employee, up to and including termination, consistent with the requirements of the Rehabilitation Act of 1973, as amended; or
    - (2) Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement or other appropriate agency.
  - (g) Making a good faith effort to continue to maintain a drug free workplace through implementation of paragraphs (a), (b), (c), (d), (e), and (f).

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Print Application

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(8) The grantee may insert in the space provided below the site(s) for the performance of work done in connection with the specific grant:

Place of Performance

Street

City

State

Zip

Action

If your place of performance is different from the physical address provided by you in the Applicant Information, click on Add Place of Performance button above to ensure that the correct place of performance has been specified. You can add multiple addresses by repeating this process multiple times.

Section 17.630 of the regulations provide that a grantee that is a State may elect to make one certification in each Federal fiscal year. A copy of which should be included with each application for FEMA funding. States and State agencies may elect to use a Statewide certification.

Signed by Ryan Ruskay on 10/06/2005

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#### Standard Form LLL

Only complete if applying for a grant for more than \$100,000 and have lobbying activities. See Form 20-16C for lobbying activities definition.

This form is not applicable

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#### **Status**

## Logged in as Ryan Ruskay Last Login 10/07/2005 03:42:55 EDT

Year	Application Number	Application	Status	Mail	Action
2003	EMW-2003-FG-12451	Assistance to Firefighters Grant Program Seminole County BCC	Submitted on 4/10/2003	Compose Message	View Application
2004	EMW-2004-FG-20610	Assistance to Firefighters Grant Program Seminole County BCC	Submitted on 6/27/2005	Compose Message	View Application
2005	EMW-2005-FF-01961	Staffing for Adequate Fire and Emergency Response Seminole County BCC	Submitted on 6/28/2005	Compose Message	View Application
2005	EMW-2005-FP-03079	Fire Prevention and Safety Grant Seminole County BCC	Submitted on 10/7/2005	Compose Message	View Application

RMPK

If you have not already done so, you should check to see if someone has already started an application for your organization. If an application has been started, you can request access from the application owner or, if you feel that this person is not an appropriate representative of your organization, you should call the Help Desk at 1-866-274-0960.

Logout

Page 1 of 1

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## **Application Status**

Application 100% complete

Please click on any of the following links to visit a particular section of your application, or you can choose to navigate through the application process by clicking on the sections marked in the menu on the left hand side. Once all areas of your application are complete, you may submit your application.

Application Area		
Preparer Information	Complete	
Contact Information	Complete	
Applicant Information	Complete	
Request Information	Complete	
Request Details	Complete	
Budget	Complete	
Narrative Statement	Complete	
Assurances and Certifications	Complete	

Continue